Campaigns

Enabling Learning Objectives

1. State the two major national campaigns that the ASAP supports.
2. Select from a list other campaigns that may be used within your community.

Campaigns

- Campaigns and Marketing are designed to raise the awareness level of community members by highlighting certain issues. Increased public awareness, through prevention promotion, can foster support for prevention, and over time help revise social norms related to high risk behaviors.
- In the next few slides we will briefly discuss some of the campaigns that may be used at your installation. Some of the campaigns have links to websites for additional information or copies of posters.

National Campaigns

DRUNK & DRUGGED DRIVING CAMPAIGN (3D Month Campaign)

- December is National Drunk and Drugged Driving (3D) Prevention Month.
  - Since 1982, Army installations have supported National 3D Prevention Month activities as part of the annual nationwide public information campaign against impaired driving during the holiday season.

www.3dmonth.org

National Campaigns

RED RIBBON CAMPAIGN

- National Red Ribbon Week is an annual nationwide celebration of drug abuse prevention and education. The Red Ribbon has been the symbol of all of our efforts to eliminate the illegal drugs in our schools, workplaces, and communities since 1988. The dates for this campaign are set by the Federation for a Drug-Free America (FDFA), usually occurring in the last week in October.
- Your installation will most likely be heavily involved with this campaign and be looking for assistance from UPLs and commanders.

www.redribboncoalition.org

Other National Campaigns

FIRST NIGHT

- First Night is an alcohol free New Year's Eve celebration. The event can be targeted for the youth and/or adult population in the community.

DRUG AND ALCOHOL AWARENESS WEEK

- This event usually occurs during the first or second week in March. The activities for this week are usually centered in the schools however wider community involvement is encouraged.

Other National Campaigns

SUMMER SENSE

- This Driving While Intoxicated (DWI) campaign runs from the day before Memorial Day to the day after Labor Day, and is managed in the same way as the 3D Campaign.

Army Campaigns

WARRIOR PRIDE

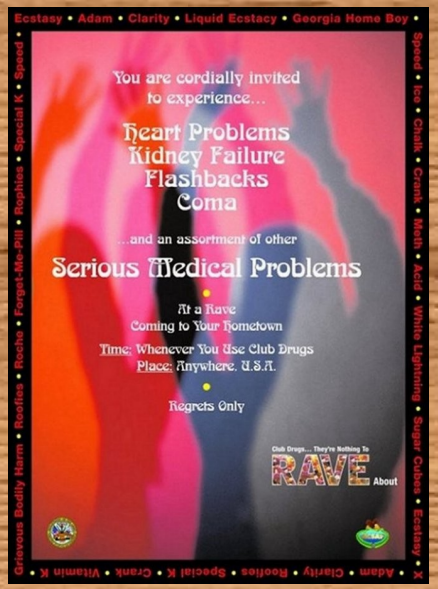
- Warrior Pride is the latest substance abuse prevention campaign based on Army Values and the Warrior Ethos.
- This campaign was discussed in detail in Track 1 of the CD.

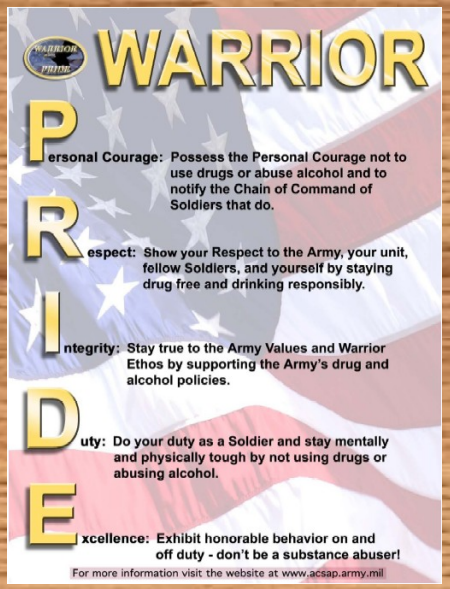
Promotional Materials

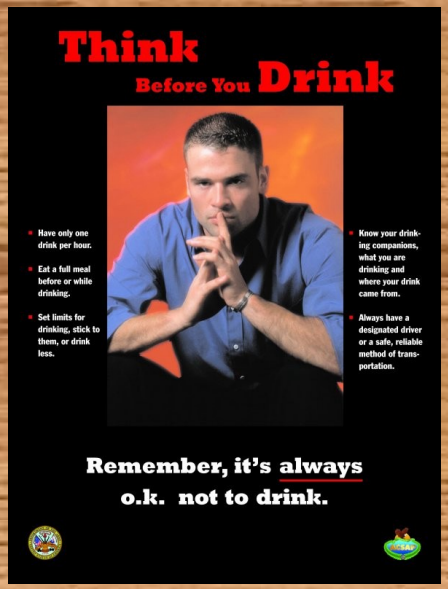
SOCIAL MARKETING POSTERS

- The Army Center for Substance Abuse Programs (ACSAP) tries to develop social marketing posters each year to help increase awareness about specific alcohol and drug issues. These attention getters greatly enhance your unit drug and alcohol bulletin board.
  - 18 x 24 inch posters are available from your local ASAP or by request from ACSAP at www.acsap.army.mil
  - 8-1/2 x 11 inch posters can also be downloaded and printed in full color from the website.

Social Marketing Posters

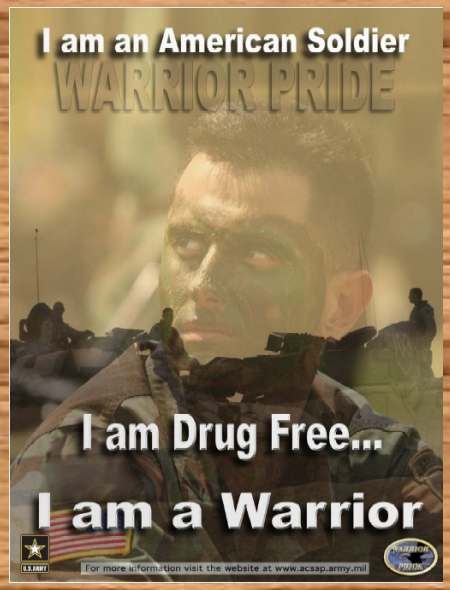

Ecstasy • Adam • Clarity • Liquid Ecstacy • Georgia Home Boy
You are cordially invited to experience...
Heart Problems
Kidney Failure
Flashbacks
Coma
...and an assortment of other
Serious Medical Problems
At a Rave
Coming to Your Hometown
Time: Whenever You Use Club Drugs
Place: Anywhere. U.S.A.
Regrets Only
Club Drugs... They're Nothing To RAVE About

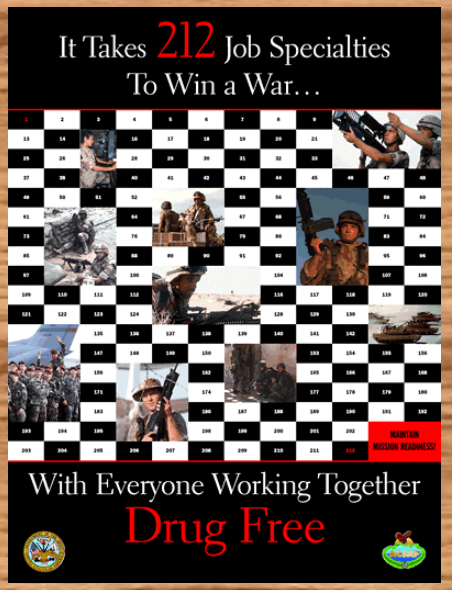

WARRIOR PRIDE
Personal Courage: Possess the Personal Courage not to use drugs or abuse alcohol and to notify the Chain of Command of Soldiers that do.
Respect: Show your Respect to the Army, your unit, fellow Soldiers, and yourself by staying drug free and drinking responsibly.
Integrity: Stay true to the Army Values and Warrior Ethos by supporting the Army's drug and alcohol policies.
Duty: Do your duty as a Soldier and stay mentally and physically tough by not using drugs or abusing alcohol.
Excellence: Exhibit honorable behavior on and off duty - don't be a substance abuser!
For more information visit the website at www.acsap.army.mil


Think Before You Drink
Have only one drink per hour.
Eat a full meal before or while drinking.
Set limits for drinking, stick to them, or drink less.
Know your drinking companions, what you are drinking and where your drink came from.
Always have a designated driver or a safe, reliable method of transportation.
Remember, it's always o.k. not to drink.

If you wouldn't Drink & Drive here...
Why would you do it here?
Don't Risk It...
Think Before you Drink!
For more information visit the website at www.acsap.army.mil

"It's Only Beer"
More drinking/driving crashes are caused by beer drinkers.
Beer drinkers drink more in a shorter period.
Beer drinkers have a higher rate of fatally injured drivers.
Think before you drink


I am an American Soldier
WARRIOR PRIDE
I am Drug Free...
I am a Warrior
For more information visit the website at www.acsap.army.mil



Promotional Materials

- ACSAP has a number of pamphlets and other products that are also available from your local ASAP or by request from www.acsap.army.mil .